

**What Is Claimed Is:**

1. A printed substrate comprising:
  - a textile substrate having a first side and a second side;
  - a UV absorber disposed on the first side of the textile substrate;
  - an ink disposed on the UV absorber on the first side of said textile substrate.
2. A method of placing an image or design on a substrate, comprising the steps of:
  - coating a first side of a textile substrate with a UV absorber;
  - printing the image or design onto the first side of the textile substrate that has been coated with the UV absorber.